School of Business
Undergraduate Student Handbook 2015

BSc (Hons) in Business Administration (Marketing Communications)

February 2015
School of Business
Dean’s Welcome

Upholding the DEREE tradition of providing an excellent student-oriented experience, the School of Business aims at delivering academic programmes that are based on quality instruction and pedagogic best practice.

The School of Business offers a portfolio of undergraduate business programmes that blend critical enquiry with practical insight. Internships that enable students to gain career-related experience, participation in local and international competitions, guest speakers and visits to businesses complement and extend the knowledge gained in the classroom, achieving a valuable balance between academics and applications. As a result, Business curricula equip students with the analytical and practical skills that are required in today’s globalized market place and, at the same time, provide adequate preparation to students who wish to pursue graduate studies in business-related fields.

Rigorous external review via NEASC (New England Association of Schools and Colleges) accreditation and CICP (Centre for Inclusion and Collaborative Partnerships of the Open University, UK) validation confirms both the high quality and the international relevance of Business programmes.

Programmes are delivered by a friendly and accessible faculty, who combine academic and scholarly expertise underpinned by real-world industry experience. It is a faculty committed to continuously adapting programme curricula so as to better prepare students for success in today’s changing business environment. The Business faculty is motivated by the talented and increasingly diverse student population. Together they contribute to the creation of a vibrant academic environment at DEREE, helping the School of Business rise to the next level of excellence.

In the School of Business you will be offered instruction and experiences that will enable you to develop essential business skills to pursue a meaningful career and contribute to business and society. You will be equipped with well-rounded knowledge grounded on liberal education, business foundations and functions, and sound specialization components. This handbook provides detailed information on the curricular structure of and the opportunities provided by the programme you have chosen.

Welcome to DEREE – The American College of Greece and to the School of Business.

Annie Triantafillou PhD
Dean ad interim
Message from the Programme Leader

Dear student,

A very warm welcome to the marketing department one of the oldest departments of the Dereee Business School. The marketing department aims to provide students with all necessary knowledge and skills to excel both in professional and academic positions. The staff teaching at the department has a long professional and academic experience both in Greece and abroad. Students graduating from the marketing department, could be sure that they gained all the necessary knowledge to get in to the job market fully equipped with current knowledge on the marketing field. Those who will start or having started the journey already, they will enjoy modules related to contemporary business practices such as online, and digital marketing, international marketing, but also modules that will help them to manage the marketing outcome in a professional and aspiring way. Promotion and digital activation, along with advanced marketing management and metrics are some of the modules that students will get in support of employability skills building, and international reputation both as managers, and social entities.

Dr. Kapareliotis Ilias
Head of the Marketing Department
DEREE-The American College of Greece

The American College of Greece (ACG) is a US non-profit institution. The educational system at DEREE-ACG is based upon that of American institutions of higher learning. The school provides its students with a quality education of a standard equivalent to that of the most respected colleges and universities in the United States by virtue of the College’s accreditation by NEASC, the oldest accrediting body in the United States.

In 2010, DEREE-ACG entered into a partnership with The Open University of the U.K., the largest university in Europe, for the purpose of programme validation. All twenty-eight undergraduate programmes offered at DEREE-ACG are validated by The Open University, UK (http://www8.open.ac.uk/about/validate/).

Through these accreditation and validation relationships, DEREE-ACG students undertake studies leading to the award of two degrees: a US Bachelor’s degree, reflecting institutional accreditation by NEASC, and a UK Honour’s Bachelor’s Award validated by The Open University.

Academic Advising

All students are assigned an academic advisor responsible for assisting them in gaining the greatest benefit from their educational experience at the College. Good academic advising is a vital part of the learning process and an integral part of the basic teaching function of the College.

Effective academic advising provides specific aid to students in considering and completing academic programs, but it goes beyond mere course scheduling; it includes planning, decision making, implementation, and evaluation of academic, personal, and career-related matters, and exploration. The College assigns all entering freshmen a First-Year advisor from the Office of Academic Advising. Thereafter, the advising program is faculty-based and fosters personal contact between students and faculty. Department Heads, assistant Department Heads and Area Coordinators act as educational consultants.

New incoming students and continuing DEREE-ACG students are required to consult every semester and during the announced advising period with an advisor at the Office of Academic Advising.

Advisors never make decisions for students. Their overriding objective is to assist students in developing the maturity required to make their own choices and to be responsible for the consequences of those choices.
Progression from Level to Level

All modules are assigned one of the three level designations (Level 4, Level 5, Level 6) according to the increasing demands being placed upon students as they undertake learning at higher levels.

Students must first complete all Level 4 modules before they take Level 5 modules and must have completed half of Level 5 modules before they take Level 6 modules. Students who have entered the College as of Fall 2011 must follow the above rule without any exception.

Students need to work closely with their advisors before their registration in order to select the correct modules and avoid any delay in their graduation.

Learning accredited at each level will reflect the student’s ability to:

**Level 4**
Develop a rigorous approach to the acquisition of a broad knowledge base; employ a range of specialised skills; evaluate information using it to plan and develop investigative strategies and to determine solutions to a variety of unpredictable problems; operate in a range of varied and specific contexts taking responsibility for the nature and quality of outputs.

**Level 5**
Generate ideas through the analysis of concepts at an abstract level with a command of specialized skills and the formulation of responses to well defined and abstract problems; analyse and evaluate information; exercise significant judgment across a broad range of functions; accept responsibility for determining and achieving personal and/or group outcomes.

**Level 6**
Critically review, consolidate and extend a systematic and coherent body of knowledge utilising specialised skills across an area of study; critically evaluate new concepts and evidence from a range of sources; transfer and apply diagnostic and creative skills and exercise significant judgment in a range of situations.
Academic Integrity

An academic offence (or breach of academic integrity) includes any action or behaviour likely to confer an unfair advantage, whether by advantaging the alleged offender or by disadvantaging another or others. Examples of such misconduct are plagiarism, collusion, cheating, impersonation, supplying false documentation, use of inadmissible material and disruptive behaviour in class or during examinations. Responsibility for reviewing breaches of academic integrity is held by the Committee on Standing and Conduct. For further information see College Undergraduate Catalogue and Student Handbook: [www.acg.edu/course-catalogs](http://www.acg.edu/course-catalogs)

Teaching & Learning Methods

In congruence with the learning and teaching strategy of the college, the following methods and pedagogical approaches are used to encourage active learning:

- Class lectures are enriched through interactive learning (e.g., class discussions, workshop-style pair work and group work) and discussion of practical problems during class meetings;
- Formative exercises and other learning tasks are assigned to help students acquire confidence and benefit from independent study;
- Additional print and audio-visual educational material (e.g., lecture notes, assignment instructions) are posted on the Blackboard course templates;
- Timely instructor feedback is offered on assignments;
- Projects assigned require engagement with Case Studies on various applications;
- Discussion of disciplinary research methods and tools facilitates the completion of assigned research projects; Additional educational material is placed on reserve in the library;
- IT sessions take place in labs;
- Individualized assistance is offered during office hours for further discussion of lecture material, of additional reading, of assignments and examinations;
- A tutoring service is provided by the College to students free of charge as additional help (please see below information on SASS).
- Close collaboration of instructors with Library and SASS encourages students' effective use of academic support services.

A variety of teaching and learning methods are used in the Marketing Communications programme of the School of Business. Indicative methods may include: class lectures, case studies (written and oral), experiential exercises, interactive learning during class through student analyses and discussions of assigned materials, electronic class management system where the instructor may post important announcements, related course materials, and additional resources.
Student Academic Support Services (SASS) provides support to the learning of DEREE students at the undergraduate and graduate level through a variety of approaches encouraging participatory learning. SASS learning facilitators recognize that individual qualities and efforts vary; therefore, facilitators adopt a learner-centered approach without undue interference in order to promote individual development and to respond to the needs of each student. The goal of SASS is to help students become insightful readers, effective critical thinkers, and independent learners.

Student Academic Support Services offers two major types of academic support:

1. One-on-one Sessions, conducted on a one-on-one basis between a facilitator and a student. They are provided on a first-come-first-served basis and cover a wide range of college skills.
2. Group Sessions are of two kinds, both designed to emphasize direct interaction between participants:
   a. Academic-skills workshops are offered on demand. They may focus on sharpening a quantitative or qualitative skill for a course or help participants sharpen conversational skills in a foreign language.
   b. Study-skills workshops are offered regularly. They are designed to help participants improve a particular study skill, such as note-taking or exam preparation.

SASS is located in the JSB Library, main level, Rooms 231-234.

To make an appointment, drop by, call or email SAS:
Tel: 210 600-9800, Ext: 1273
e-mail: sas@acg.edu

All degree seeking students entering Deree - The American College of Greece (Deree-ACG) will be required to register for both the US, NECHE accredited bachelor’s degree, and the European - UK award validated by the Open University. The following may be exempted from this rule: a) Students pursuing parallel studies at the Greek University/TEI. b) Transfer students who have transferred 92 US credits or above applicable to their program. c) Readmitted students who have interrupted their studies before 2010 will have the option of pursuing only a Deree US degree. Students who wish to be considered for these exemptions must petition the Committee on Academic Standards and Policies (CASP) through the Student Success Center during the first month after their initial registration at Deree.
Marketing Programme Teaching Staff

• Doukas Angelos (PhD): Adjunct Faculty

Durham Business School (PhD), PG Certificate for Teaching – Level 1, Durham Business School (MBA), New York Law School (Juris Doctor), University of Rochester (BSc).

ADoukas@acg.edu

He currently teaches Marketing and Corporate Social Responsibility. He has published in European Financial Management.

His research interests primarily focus on behavioral-based marketing issues with respect to consumer services in the marketplace and consumer behavior in the context of marketing firms. He is interested in the analysis of information that identifies and defines firm-specific marketing opportunities and problems. Furthermore, understanding the role of media endorsements as a marketing tool with respect to new products, as well as its impact on both firm performance and consumer choice offers valuable insight for corporate managers. He is also involved in research that addresses issues relevant to corporate social responsibility, and corporate ethics. Additionally, this research extends to certain legal aspects of corporate ethics and governance.

• Galanis Chris: Associate Faculty, Lecturer II

D.M.S., M.B.A., Leicester University

galanisc@acg.edu

Office: Arts Center 001

Telephone: 210 600 9800 ext. 1423

Chris Galanis is a member of the DEREE Business faculty since 2001. He currently teaches Integrated Marketing Communication (IMC), Retailing, Principles of Marketing and Consumer Behavior courses. He is a distinguished member of the Marketing department. Throughout the years he has taught both in Management and Communication department.

His academic interests involve research in advertising and social media. As module leader for retailing courses, he has emphasized retail strategy and more specifically supply chains and category management. He has also participated in many seminars and conferences related to retailing and marketing area.

Areas of Interest: Retailing, Supply Chain Management, Logistics, CRM and Database Marketing.
• Kapareliotis Ilias (PhD): Professor I

PhD., Athens University of Economics & Business, GR, MBA, University of Piraeus GR, BSc(Hons), Aristotle University, Greece (First Class) HEA Fellow, EU Expert Horizon 2020.

ikapareliotis@acg.edu

+30 210 6009800 ext. 1479 / Room: 410 DC

Dr. Ilias Kapareliotis has taught courses in the areas of Marketing Management and Marketing Communications. His current teaching involves such courses as Fundamentals of Marketing, and International Marketing. He serves as Head of the Marketing Department, ad hoc reviewer for academic journals and conferences, and member of various scientific and professional bodies.

Research Interests: Luxury branding, corporate branding for H.E. ethnographic research methods, SME’S branding

Teaching in other Departments: Department of Communications - Client Services in Advertising CN3334.

• Koronaki Eirini (PhD): Part-time faculty

PhD in Business Administration (Luxury branding), Athens University of Economics and Business.

EKoronaki@acg.edu

Eirini Koronaki is a postdoctoral researcher at the University of Patras and currently works as part-time faculty in the marketing department, Deree – the American College of Greece. She has received an academic scholarship for teaching and research from Athens University of Economics and Business and works as a Visiting Professor for ECS Rennes School of Business.

Her research interests lie in the field of luxury branding, marketing communications and cross-cultural research. She has co-authored chapters in books and has been presented papers in several conferences. She has professional experience as a Business Development Manager for Eurodiet Med.

• Kyrousi Antigone (PhD): Professor I

Bachelor’s Degree, Marketing & Communication, Athens University of Economics and Business; MBA, Athens University of Economics and Business; PhD, Athens University of Economics and Business.

akyrousi@acg.edu

Antigone Kyrousi teaches undergraduate courses in the areas of marketing, marketing communications, and research. Her research interests lie in the field of advertising and marketing communications, and consumer behavior. In the past, Dr.
Kyrousi’s research has received EU funding, while she has also received several distinctions for research papers.

Her work has been published in journals such as the International Journal of Advertising and Corporate Communications, and she has presented several papers in academic conferences. Dr. Kyrousi has also co-authored chapters in books and research volumes.

- Lianos Stefanos: Associate Faculty, Lecturer II

BBA, Deree College, 1978; MSc Management, Troy State U. 1981

Professional Diploma, Chartered Institute of Marketing UK, 1981

Professional Diploma, Institute of Direct Marketing UK, 1995

lianos@acg.edu

Experience: 30 years in the advertising business, 20 of which holding senior positions in leading international advertising agencies; 18 years teaching seminars for the Hellenic Management Association on the subject of Marketing Communications; 18 years teaching marketing and marketing communication courses at Deree.

Module Leader: Integrated Marketing Communications; Direct Marketing; Sales Promotion Management.

Also teaching: Principles of Marketing; Advertising.

- Mitropoulou, Ioanna: Associate Faculty, Lecturer II

BSc Business Administration, DEREE - American College of Greece; MBA, Strathclyde University.

imitropoulou@acg.edu

+30 210 600 9800 ext. 1479 / DC Rm.410

Office hours are subject to change and are posted each academic period on the blackboard.

Professor Mitropoulou lectures in Marketing and Research courses. She is a professional researcher, heading Marketing research projects for local and multinational corporations and a Marketing consultant with a specialization in new product development and healthcare marketing.

Areas of interest: Marketing Research, Digital Marketing and Social media, Healthcare marketing.

- Patsiotis, Athanasios (PhD): Associate Faculty, Lecturer I

BSc., University of Athens (Mathematics); MA, University of Westminster (Marketing); Ph.D., University of the West of England.
Dr. Patsiotis is a member of the DEREE Business faculty since 1999. He lectures in Marketing. He has taught courses at both the undergraduate and postgraduate level. He has also taught courses in Management and International Business. He has working experience in marketing positions and logistics management in service operations in Athens and London.

His current research interest focuses on services marketing, consumer behavior toward self-service interfaces, and on the adoption of technological innovations within the services industry sector. He has presented papers at international conferences and has published in academic journals, such as the Journal of Services Marketing, the International Journal of Bank Marketing and the Journal of Financial Services Marketing. He has also served as an invited reviewer of several manuscripts for publication.

- Perrea Toula (PhD): Adjunct Faculty

BS, Deree – The American College of Greece; MS, University of Newcastle upon Tyne; UK; PhD, Aarhus School of Business & Social Sciences, Denmark.

tperrea@acg.edu

Toula Perrea has been a member of the Deree Marketing faculty since 2016 teaching courses in Principles of Marketing, Consumer Behavior, and Public Relations. She has been a Research Fellow for seven years at Aarhus School of Business, Departments of Marketing & Statistics and Business Administration, Aarhus University, Denmark. Her scientific interest focuses on food marketing and consumer behavior in the area of innovation and product development.

Dr. Perrea has published in several peer-reviewed international marketing journals, such as the Journal of Marketing Management, Journal of Product and Brand Management and Journal of Consumer Behavior. She has presented her work in established academic conferences. She has participated in a number of European Projects funded by the EU within Framework Programs FP5, 6, and 7 and she is a member of the European Institute for Advanced Studies in Management (EIASM). Finally, Dr. Perrea has also served in early stages of her career the FMCG industry (tobacco and food sectors) as well as market research industry in various managerial positions.

- Sarantidou Paraskevi (PhD): Professor I

BSc in Business Administration, MBA California State University at Long Beach, USA, PhD, University of Stirling, UK.

psarantidis@acg.edu
Paraskevi Sarantidou has been a member of the Deree faculty since 1998, and has taught courses in the area of Marketing Management. She has taught at both the graduate and undergraduate level. Professor Sarantidou has held several marketing positions in the fmcg, retail industry and was involved in many Paneuropean projects for the development of both existing and new products.

Research Interests: Branding, Customer Satisfaction.

- Tzoumaka Eugenia (PhD): Adjunct Faculty

BA, Panteion University; MS, PhD., Athens University of Economics & Business.

etzoumaka@acg.edu

Dr. Tzoumaka teaches undergraduate courses in the areas of Marketing and Communication. Her current teaching involves such courses as Digital & Social Media Marketing, Sports Marketing and Sports Promotion & Social Media. Her Ph.D. thesis was awarded the international João Havelange Research Scholarship by the International Federation of Association Football (FIFA). Her current research interests include celebrity brands, consumer-based brand equity, sports marketing and social identification effects on consumer behavior. She has published papers in international conferences, edited volumes and academic journals, such as the Journal of Marketing Communications.

- Zotou Athina (PhD): Part-time Faculty

PhD in Marketing-Advertising from Athens University of Economics and Business, Master in Mass Communications from London Metropolitan University, BSc. from Aristotle University of Thessaloniki.

AZotou@acg.edu

Her research interests mainly focus on marketing and communications, advertising and consumer behavior and relative areas. She is currently teaching in Cyprus University of Technology, Limassol, Cyprus, and as a part-timer in Deree, The American College of Greece. Several pieces of her work have been published in international conferences’ proceedings (double-blind peer review), and in refereed academic journals. She has co-authored chapters in books and served ad-hoc as a reviewer for international conferences and academic journals. She has also worked in the industry of advertising and participated in research projects.
We listen to our Students & Graduates

School of Business Programme Committee

The School of Business Programme Committee is responsible for the routine monitoring of programmes, including the consideration of student feedback, performance data and external examiners’ reports. Proposals approved by the Committee are forwarded to the DEREE Curriculum Committee and Academic Council. The Programme Committee is chaired by the Academic Dean of the School. Committee membership includes all Department Heads and Programme Coordinators, as well as the president of each student academic society. This ensures that the student community has a voice in decisions about curriculum, teaching and learning, and the development of the Business School.

Marketing Academic Society

All departments of the School of Business have a student society, which organizes field trips, on-campus lectures, and informational meetings about the programme and which participates with other student societies in organizing the annual Business Week event. The faculty advisor to each Society supervises the organization of student elections to the society’s governing board according to the society’s constitution, and the board of students implements all planned activities. The societies also maintain a Blackboard site for all students majoring in the programme where academic information can be posted.

Student Course Evaluation

Student evaluations of courses and instructors are administered by the Office of the Registrar at the end of each academic term.

Course evaluations have been part of ACG’s commitment to excellence in teaching and learning. The online course evaluation system is easy, convenient, secure, anonymous, and confidential. Evaluation results are used in many ways:

• Professors use evaluations to improve their teaching.
• Deans and Department Heads use evaluations to evaluate faculty.
• Departments and committee use evaluations to review candidates for tenure and promotion.

Now completely online, the course evaluation system is administered through the Office of the Registrar and information about the course evaluation system is available through the college website or by emailing registrar@acg.edu.
Senior Exit Survey

Student feedback comprises an integral part in the continuous development and success of School of Business programmes. Thus, we ask students graduating from the School of Business to complete the Senior Exit Survey. The survey includes questions on student satisfaction with the education provided by the School of Business and with their overall College experience at DEREE. The aim is to identify areas of good practice as well as areas that need improvement.

Based on the data collected through the Senior Exit Survey, a report is developed by an interdisciplinary School of Business faculty committee. All data collected in this survey are held anonymously and securely. Responses cannot be traced back and all results are presented in an aggregated form.
Programme Career Aims and Learning Outcomes

In congruence with the mission of the College, the BSc(Hons) Business Administration Marketing Communications prepares students for careers in relevant organizations, in Greece or abroad. The programme aims at promoting a broad, analytical and highly integrated study of business with a specialization in the field of Marketing Communications.

The goals are to:

• Provide students with knowledge of the business world in all its key aspects
• Provide students a solid background in the theory and practice of marketing communications/marketing management
• Prepare students for postgraduate education and for careers in marketing communications/ marketing management or other related business filed
• Provide students with practical and technological skills needed to perform effectively in marketing communications
• Provide students with critical thinking, problem-solving, communication, interpersonal and team work skills to perform effectively in marketing communications/marketing management
• Develop students’ understanding of ethical and global issues so as to become informed citizens and professionals.
• Prepare students for reflection and lifelong learning
The Marketing Communications Pathway

The marketing management pathway at Deree-ACG seeks to prepare students to become informed professionals by striking a balance between theory and practice. The marketing communications programme consists of twenty four 15-credit modules. In keeping with the other validated awards in Business, the BSc in Marketing Communications consists of a number of modules common to all programs within the School of Business Administration, a number of shared modules with the marketing management programme, as well as concentration modules (both compulsory and optional). This gives students a firm foundation in general business and management theory and practice before specializing in their chosen marketing communication emphasis. The outcome is a sound business background with marketing orientation with a specialization in the area of marketing communications. This provides our graduates with a competitive edge

• to directly pursue a professional career in positions such as public relations officers, account managers in advertising agencies, account managers in digital communications, media buyers.
• to pursue a postgraduate degree in a wide range of business disciplines

Objectives of the Marketing Communications Pathway are:
• Equip students with necessary theoretical knowledge related to the marketing communications field.
• Prepare students to become experts in the marketing communication field
• Provide students with appropriate knowledge to become skilled and ethical researchers in the marketing communications field.
The BSc (Hons) in Marketing Communications

Module titles - LEVEL 4

Compulsory Modules:
AF 2006 FINANCIAL ACCOUNTING – 20 CREDITS
BU 2002 INTRODUCTION TO BUSINESS LAW – 10 CREDITS
CS 2179 BUSINESS INFORMATION SYSTEMS – 15 CREDITS
EC 1101 PRINCIPLES OF MACROECONOMICS – 15 CREDITS
MA 21xx APPLIED STATISTICS – 15 CREDITS
MG 2003 MANAGEMENT PRINCIPLES – 15 CREDITS
MG/IB 2006 INTERNATIONAL BUSINESS – 15 CREDITS
MK20XX FUNDAMENTALS OF MARKETING – 15 CREDITS

Optional Modules:  NONE

Module titles – LEVEL 5:

Compulsory Modules:
AF 3105 FOUNDATIONS OF CORPORATE FINANCE (15 CREDITS)
AF 3116 MANAGEMENT ACCOUNTING (15 CREDITS)
BU 33XX BUSINESS RESEARCH METHODS (15 CREDITS)
MG 2034 MANAGING PEOPLE & ORGANIZATIONS (15 CREDITS)
PH 2005 BUSINESS ETHICS (15 CREDITS)
MK 31XX MARKETING COMMUNICATIONS (15 CREDITS)
MK 3454 BUILDING MARKETING VALUE PROPOSITION (15 CREDITS)
MK 3159 CONSUMER BEHAVIOR (15 CREDITS)

Optional Modules:  NONE
Module titles – LEVEL 6:

Compulsory Modules:

- MG 3343 OPERATIONS MANAGEMENT (15 CREDITS)
- MG 4740 BUSINESS STRATEGY (15 CREDITS)
- MK3145 PROMOTIONS & DIGITAL ACTIVATION (15 CREDITS)
- MK4358 MARKETING RESEARCH (15 CREDITS)
- MK4368 INTEGRATED MARKETING COMMUNICATIONS- CAMPAIGNS (15 CREDITS)
- MK45XX ADVANCED MARKETING MANAGEMENT & METRICS (15 CREDITS)
- MK 4368 INTEGRATED MARKETING COMMUNICATIONS- CAMPAIGNS (15 CREDITS)

Optional Modules:

- MK3161 DIRECT MARKETING & CRM (15 CREDITS)
- MK3365 MEDIA PLANNING FOR MARKETING COMMUNICATION CAMPAIGNS (15 CREDITS)
- MK3104 DIGITAL & SOCIAL MEDIA MARKETING (15 CREDITS)
- MG/MK3266 PUBLIC RELATIONS (15 CREDITS)
BSc (Hons) Business Administration (Marketing Communications)-Proposed

Effective Fall 2015

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<thead>
<tr>
<th>Year 1 – Level 4</th>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tr>
<td>IB 2006 International Business</td>
<td>15</td>
<td>EC 1101 Principles of Macroeconomics</td>
<td>15</td>
<td></td>
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<tr>
<td>MK 2050 Fundamentals of Marketing</td>
<td>15</td>
<td>CS 2179 Business Information Systems</td>
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<td>FN 3105 Foundations of Corporate Finance</td>
<td>15</td>
<td>MG 2034 Managing People and Organizations</td>
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<tr>
<td>BU 33xx Business Research Methods</td>
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<td>AF 3116 Management Accounting</td>
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<td>MK 3159 Consumer Behavior</td>
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<td>PH 2005 Business Ethics</td>
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<td>MK 31XX Marketing Communications</td>
<td>15</td>
<td>MK 3454 Building Marketing Value Proposition</td>
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<th>Year 3 – Level 6</th>
<th>Fall</th>
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<td>MG 4740 Business Strategy</td>
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<td>MK45XX Advanced Marketing Management &amp; Metrics</td>
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<td>MK 3145 Promotions &amp; Digital Activation</td>
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<td>List of optional MK modules: MK 4104 Digital &amp; Social Media Marketing MK3266 Public Relations MK 3365 Media Planning for Marketing Communication Campaigns MK 4161 Direct Marketing &amp; CRM</td>
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<td>MK 4368 Integrated Marketing Communications Campaigns</td>
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**Total UK credits: 360**
### Grading Rubric/Mark Scheme

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<th>Standard of Work</th>
<th>Letter Grade</th>
<th>Point Grade</th>
<th>UK Point Scale</th>
<th>Degree Class</th>
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<tr>
<td>Excellent: Superior performance; a high level of critical analysis and evaluation; incisive and original; exceptionally well researched;</td>
<td>A</td>
<td>4</td>
<td>70-100</td>
<td>First Class</td>
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<td>Score</td>
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<td>A-</td>
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<td>B+</td>
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<td>45-49 Third Class</td>
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**Very Good:**
Very good performance; a very good level of critical analysis and evaluation; significant originality; well researched; clarity of ideas, thoughtful and effective presentation; very coherent and logical; minor errors only.

**Good:**
A good performance; a good level of critical analysis and evaluation; some evidence of originality; reasonably well researched; ideas generally clear and coherent; some but not significant weaknesses.

**Satisfactory:**
Satisfactory performance -- at least passable; acceptable level of critical analysis and evaluation; little evidence of originality; adequately researched; ideas fairly clear and coherent though with some significant weaknesses.

**Fail:**
Clearly below the pass standard; lacking substance, knowledge and understanding; ideas confused and incoherent; fundamental weaknesses in most areas. Fails to meet the Learning Outcomes.

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**Required & Optional Modules Short Descriptions**

AF 2006 FINANCIAL ACCOUNTING – LEVEL 5
Basic principles and procedures of financial accounting, the preparation and interpretation of financial statements.
AF 3105 FOUNDATIONS OF CORPORATE FINANCE – LEVEL 5
This course provides the theoretical underpinnings of the role of accounting information in cost accumulation, profitability analysis, planning and decision making in business organizations.
Prerequisites: AF 2006 FINANCIAL ACCOUNTING
UK CREDITS: 15
US CR: 3/0/3

AF 3116 MANAGERIAL ACCOUNTING FOR DECISION MAKING – LEVEL 5
This course provides the theoretical underpinnings of the role of accounting information in cost accumulation, profitability analysis, planning and decision making in business organizations.
Prerequisites: AF 2006 FINANCIAL ACCOUNTING
UK CREDITS: 15
US CR: 3/0/3

AF 3105 FOUNDATIONS OF CORPORATE FINANCE – LEVEL 5
The course provides the knowledge and the skills required for investments, business financing and securities valuation.
Prerequisite: AF 2006 Financial Accounting
UK CREDITS: 15
US CR: 3/0/3

BU 2002 INTRODUCTION TO BUSINESS LAW – LEVEL 4
Prerequisites: NONE
UK CREDITS: 15
US CR: 2/0/2

BU 33xx RESEARCH METHODS – LEVEL 5
This course provides an understanding of the role and importance of research in a business context. Research process stages including, formulating and clarifying research questions, writing a literature review, designing research, choosing appropriate methods of sampling, data collection and analysis, and reporting on findings.
Prerequisites:
MA 1001, MA 2118, co requisite MA 2219 or the equivalent Mathematics Modules
UK CREDITS: 15
US CR: 3/0/3
CS2179, Business Information Systems – LEVEL 4
Prerequisites: CS 1070 Introduction to Information Systems
Modules
UK CREDITS: 15
US CR: 3/0/3

EC 1101 PRINCIPLES OF MACROECONOMICS – LEVEL 4
Prerequisite: EC 1000 Principles of Microeconomics
UK CREDITS: 15
US CR: 3/0/3

IB 2006 INTERNATIONAL BUSINESS – LEVEL 4
Essentials of international business and the international business environment, including its socio-cultural, political, legal, economic and ethical dimensions. International trade theories, foreign investment and insight into the roles of multinational enterprises, governments, international organizations and non-governmental organizations in international business. Foreign exchange and its role in international business.
Prerequisite: NONE
UK CREDITS: 15
US CR: 3/0/3

MA 21xx APPLIED STATISTICS – LEVEL 4
Organizing and summarizing data. Probability distributions: binomial, Poisson, normal, t-distribution, chi-square. Sampling and sampling distribution of the mean. The central limit theorem. Parametric tests for one mean and for the difference between two means. Test for independence of two qualitative/categorical variables. Simple and multiple correlation and regression.
Prerequisites: MA 1001 Finite Mathematics.
UK CREDITS: 15
US CR: 3/0/3
MG 2003 MANAGEMENT PRINCIPLES – LEVEL 4
Study of the nature, functions and responsibilities of the management of organizations. History of management thought, theories, concepts and practices. The managerial functions of planning, organizing, leading and controlling are examined. 
Prerequisites: Completion of at least 15 credit hours
UK CREDITS: 15
US CR: 3/0/3

MG 2034 MANAGING PEOPLE AND ORGANIZATIONS – LEVEL 5
Major theories of organizational behavior and the emergence of strategic human resource management as a mechanism for managing people at work in organizations. Concepts of personality, motivation, communication, interpersonal relations, leadership, problem solving, organizational culture and structure, managing change. Processes and practices involved in implementing human resource strategy, such as recruitment, selection, training, and performance management. Practical skills associated with managerial success.
Prerequisites: NONE
UK CREDITS: 15
US CR: 3/0/3

MG 3343, Operations Management – LEVEL 6
Key elements of operations management as they apply to the production of goods and services offered by manufacturing or service organizations. Topics include nature and context of operations management, product design and process selection design of facilities and jobs, managing the supply chain, and revising the system.
Prerequisites: MA 1001 Finite Mathematics, MA 21xx Applied Statistics, MG 2034 Managing People and Organizations
UK CREDITS: 15
US CR: 3/0/3

MG 4740, Business Strategy – LEVEL 6
Capstone course that synthesizes knowledge from prior business administration courses, with emphasis on the role of the manager as coordinator and strategist in managing the firm as a total unit. Insight into the organization’s mission, values, ethical and social responsibilities, environments, strengths and weaknesses, competitors, and international competitiveness. Strategy analysis, formulation, implementation/execution and evaluation
UK CREDITS: 15
MK 20XX, Fundamentals of Marketing – LEVEL 4
Basic understanding of the marketing concepts and processes. Key marketing decision areas in product development, pricing, distribution and promotion.
Prerequisites: none
UK CREDITS: 15
US CR: 3/0/3

MK 3159, Consumer Behavior – LEVEL 5
Examines how consumers select, purchase, and use products and services, what influences their behavior, and the implications for developing marketing strategies.
Prerequisites: MK 2050 Fundamentals of Marketing
UK CREDITS: 15
US CR: 3/0/3

MK3454 Level 5 Building Marketing Value Proposition – LEVEL 5
This course aims to reinforce and expand on the role of marketing within an organization and on the overall Marketing Planning process. Choosing customers, defining and creating value, delivering value to customers, and sustaining value against competitors are some of concepts that will be further expanded in this course
Prerequisites: MK 2050 Fundamentals of Marketing
UK CREDITS: 15
US CR: 3/0/3

MK 31XX, Marketing Communications – LEVEL 5
This course covers an overview of the components of the marketing mix (advertising, sales promotion, PR etc) and describes all activities that deal with the planning, creation, implementation and evaluation of marketing communication activities, in a way that prepares the student for more advanced courses in the area of marketing communications
Prerequisites: MK 2050 Fundamentals of Marketing
UK CREDITS: 15
US CR: 3/0/3

MK 3358, Marketing Research – LEVEL 6
Fundamentals of marketing research as an aid to decision-making and problem-solving in business. Exposes students to the entire research process and the kinds of decisions to be made at each stage. Understanding of issues such as: identify information needed, research design and methodology, design sample, data collection, analysis and interpretation of data
Prerequisites: MK 2050 Fundamentals of Marketing, BU33XX Research Methods, MA 21XX Applied Statistics
UK CREDITS: 15
US CR: 3/0/3
MK 45XX, Advanced Marketing Management & Metrics – LEVEL 6
Provides an understanding of how marketing decisions are made and the appropriate marketing metrics that can be used to measure the effectiveness of different marketing activities. It bridges the gap between marketing theory and practice by providing a natural setting for planning, implementation, and evaluation of marketing activities through the use of a simulation game.
Prerequisites: MK 2050 Fundamentals of Marketing, MK31xx Building Marketing Value Proposition, MK31xx Marketing Communications, MK3159 Consumer Behavior, AF2006 Financial Accounting, or AF 3116 Management Accounting, MA 2101 Applied Statistics, MA 1001 Finite Mathematics
UK CREDITS: 15
US CR: 3/0/3

MK 3145 Promotions & Digital Activation
The module aims to present techniques, strategies and applications involved in promotion through traditional and digital channels. The scope of promotion targeted towards consumers and trade, planning and managing promotional programs, measuring results and performance.
UK CREDITS: 15
US CR: 3/0/3

MK 4368, Integrated Marketing Communication Campaigns – LEVEL 6
The module aims to synthesize knowledge from prior marketing communications courses. Integrates all promotional methods (advertising, sales promotion, personal selling, public relations, direct marketing, etc) in order to develop a complete marketing communications program. Promotional theory and tools examined to better synthesize promotional programs for greater marketing effectiveness.
Prerequisites: MK 2050, Fundamentals of Marketing MK3159 Consumer Behaviour, MK31xx Marketing Communications
UK CREDITS: 15
US CR: 3/0/3

MK 3104 Digital & Social Media Marketing,– LEVEL 6
Study of marketing on the Internet; how marketers can take advantage of the opportunities made possible by digital platforms such as websites, search (paid and organic), mobile and social media
Prerequisites: MK 2050, Fundamentals of Marketing
UK CREDITS: 15
US CR: 3/0/3

MK3266 Public Relations – LEVEL 6
The module aims to synthesize knowledge from prior marketing communications courses. Integrates all promotional methods (advertising, sales promotion, personal selling, public relations, direct marketing, etc) in order to develop a complete marketing communications program. Promotional theory and tools examined to better synthesize promotional programs for greater marketing effectiveness.

Prerequisites: MG 2030 Managing People and Organizations, MK 2050, Fundamentals of Marketing
UK CREDITS: 15
US CR: 3/0/3

MK3365 Media Planning for Advertising Campaigns – LEVEL 6
The media planning course is designed to facilitate a deeper understanding of media strategy development of the campaign. Moreover, students are given the opportunity to develop a complete and realistic media plan. This module further enables students to see the strong link between marketing and media planning as a tool of implementing marketing objectives.
Prerequisites: MK 2050, Fundamentals of Marketing, MK31XX Marketing Communications, MK3159 Consumer Behavior
UK CREDITS: 15
US CR: 3/0/3

MK3161 Direct Marketing & CRM – LEVEL 6
Examination of the concepts, strategies, and applications involved in direct marketing and CRM. Topics include the scope of direct marketing, planning and launching direct marketing programs, measuring response, and evaluating performance.
Prerequisites: MK 2050, Fundamentals of Marketing
UK CREDITS: 15
US CR: 3/0/3

PH 2005 BUSINESS ETHICS – LEVEL 5
Introduction to major theories and basic moral problems in the domain of business. The use of reasoning in moral assessment of business practices. Application of moral theories to specific cases of corporate conduct ranging from the individual to society in general, in the local and the international context.
Prerequisites: NONE
UK CREDITS: 15
US CR: 3/0/3
Library

John S. Bailey Library provides high-quality print, electronic and audio-visual collections to support you throughout your studies. These collections include:

- 129,000 print books
- 132,000 e-books
- 12,500 academic journals with access to over 10 million articles
- 3,500 DVDs, CDs, videos and multimedia CD-ROMs

Library resources, services and research tools are accessible through the library website: [http://library.acg.edu](http://library.acg.edu).

To access print books, e-books and audio visual materials use the [Library Catalog](http://library.acg.edu).

Electronic journals and other electronic resources are available through the library website under [Databases](http://library.acg.edu). Most electronic resources are also accessible [off campus](http://library.acg.edu).

Course reserves are located at the Circulation Desk. A list of items on reserve by course and instructor is accessible through [Course Reserves](http://library.acg.edu) on the library website.

To [borrow](http://library.acg.edu) library material you need to present your student ID card. You may view or renew borrowed items online by logging on to your [Library Account](http://library.acg.edu).

The library provides 28 computer workstations with MS Office and other software, printing and photocopy services, and wireless internet access. There is ample space for individual and group studying, study carrels and comfortable seating.

Please help us maintain a welcoming and conducive environment for research, teaching and learning by adhering to the [Library Code of Conduct](http://library.acg.edu).

If you need help conducting research or have any questions about using our facilities you can reach us:

- by email: [library@acg.edu](mailto:library@acg.edu)
- by phone: +30 210 600 9800 ext. 1348
Laboratory Facilities

Information technology is infused into all aspects of everyday life at the American College of Greece, including teaching and learning, research & creative endeavors, outreach, administration, and student life. As the provider of technology and technology services at DEREE – The American College of Greece, the Information Resources Management (IRM) Department is committed to technology innovation consistent with the College’s strategic plan. The ACG community served by IRM includes prospective students, faculty, staff, students, alumni, parents, and all other individuals and organizations that interact with the College.

The systems and services touch virtually every aspect of campus life and are central to the academic enterprise as well as administrative processes.

More specifically, the following IT services support School of Business academic activities:

- Computer Labs: The ACG community benefits from various state-of-the-art student computer labs spread throughout the campus, numbering more than 250 stations.
- Specialized Labs: A specialized IT Networking lab, equipped with CISCO equipment is available for networking specialization students or specialized course offerings to the community.
- Enhanced classrooms: All classrooms at ACG are technology enhanced. Most are equipped with a projector, screen, sound system and computer.
- Instructional Tools: the Academic Computing division of IRM offers support for a range of instructional tools including Blackboard, the College’s adopted Learning Management System. Specific software tools used in School of Business core courses are described below.
- Classroom and Meeting support: The IRM Media Centers provide technology support for all classroom and most college sponsored academic functions. The Media Centers maintain and operate all video conferencing facilities on campus and provides web conferencing support.

In addition to physical spaces and IRM systems, SB students are supported with state of the art software for their learning needs. Examples from two Business Core modules are detailed below, and you are certain to encounter others in your program.

In the Business Core module AC2006 Financial Accounting – Level 4, all SB students learn how to use Peachtree software, is an educational system which allows students to set up their company, make journal entries, and view financial statements. The use of Peachtree requires basic computer skills; however, one must be knowledgeable in accounting to use the software.
CS2179 Business Information Systems – Level 5 allows students to practice data management, data analysis and project management techniques. The application software used in laboratories are MS-Access for Data Management, MS-Excel for Data Analysis and MS-Project for Project Management which are part of the MS- Office Suite (extended edition).

**Academic Policies** - For the complete set of academic policies please see the Undergraduate Catalogue and Student Handbook: [http://www.acg.edu/programs](http://www.acg.edu/programs)

**Mitigating Circumstances** - Specifically for instructions on what to do in cases of mitigating circumstances please see the section “Mitigating Circumstances” in the Undergraduate Catalogue and Student Handbook: [http://www.acg.edu/programs](http://www.acg.edu/programs)

**Resits & Retakes** - For policies governing resits and retakes please see the section “Action in the event of Failure” in the Undergraduate Catalogue and Student Handbook: [http://www.acg.edu/programs](http://www.acg.edu/programs)

**The Student Success Center (SSC)** - The services provided to students by the SSC as well as a general overview of all academic and non-academic student services are described in the section “Student Services” of the College Undergraduate Catalogue and Student Handbook: [http://www.acg.edu/programs](http://www.acg.edu/programs)
Career/Post-Graduation Opportunities

The marketing management pathway at DEREE-ACG seeks to prepare students to become informed professionals by striking a balance between theory and practice. The marketing management programme consists of twenty four 15-credit modules. In keeping with the other validated awards in Business, the BSc in Marketing Management consists of a number of modules common to all programs within the School of Business Administration, a number of shared modules with the marketing management programme, as well as concentration modules (both compulsory and optional). This gives students a firm foundation in general business and management theory and practice before specializing in their chosen marketing management emphasis. The outcome is a sound business background with marketing orientation with a specialization in the area of marketing management. This provides our graduates with a competitive edge - to directly pursue a professional career in positions such as marketing management, sales management, retail management - to pursue a postgraduate degree in a wide range of business disciplines
Useful Info & Internet Links

- The American College of Greece // http://www.acg.edu
- BlackBoard // http://www.acgboard.acg.edu/
- MyACG // http://www.campusweb.acg.edu/ICS/
- Student Success Center // Email: ssc@acg.edu
- Student's guide to studying on a programme validated by the Open University